

**DECLARATION FOR PATENT APPLICATION**☒ Original☐ Supplemental☐ Substitute☐ PCT

As below named inventors, we hereby declare that:

Our residences, post office addresses and citizenships are as stated below next to our names.

We believe we are the original, first and sole inventor (if only one name is listed below), or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**SYSTEM AND METHOD FOR STORING AND DISTRIBUTING TELEVISION VIEWING PATTERNS FROM A CLEARINGHOUSE**

(Title of the Invention)

the specification of which (check one)

☒ is attached hereto☐ was filed on \_\_\_\_\_ as U. S. Application Serial Number \_\_\_\_\_

We hereby state that we have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

We acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, Code of Federal Regulations, § 1.56(a).

We hereby claim foreign priority benefits under Title 35, United States Code, § 119 (a) - (d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified, by checking the box below, any foreign application for patent or inventor's certificate, or of any PCT international application having a filing date before that of the application on which priority is claimed.

| Prior Foreign Applications |         |                                  | Priority Claimed |    | Copy Attached |    |
|----------------------------|---------|----------------------------------|------------------|----|---------------|----|
| Application Number         | Country | Foreign Filing Date (MM/DD/YYYY) | YES              | NO | YES           | NO |
|                            |         |                                  |                  |    |               |    |
|                            |         |                                  |                  |    |               |    |

We hereby claim the benefit under Title 35, United States Code § 119(e) of any United States provisional application(s) listed below and claim the benefit under Title 35, United States Code, § 120 of any United States application(s), or § 365(c) of any PCT international application(s) designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application(s) in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:

| Parent Application Number | Filing Date | Status<br>(Mark Appropriate Column Below) |         |           |
|---------------------------|-------------|---|---------|-----------|
|                           |             | Patented                                  | Pending | Abandoned |
|                           |             |   |         |           |
|                           |             |   |         |           |
|                           |             |   |         |           |

U.S. Application No.: To Be Assigned

Filed: Herewith

Inventors: William R. Matz, Scott R. Swix

For: **SYSTEM AND METHOD FOR STORING AND DISTRIBUTING TELEVISION VIEWING PATTERNS  
FROM A CLEARINGHOUSE**

As named inventors, we hereby revoke all prior powers and appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

| Attorney and/or Agent     | Registration No. |
|---------------------------|------------------|
| Roger T. Frost            | 22,176           |
| Charles Y. Lackey         | 22,707           |
| Anthony B. Askew          | 24,154           |
| John M. Harrington        | 25,592           |
| Donald R. Andersen        | 28,280           |
| Robert E. Richards        | 29,105           |
| John S. Pratt             | 29,476           |
| A. Jose Cortina           | 29,733           |
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| George A. Willingham, III | 41,377           |
| Scott Zimmerman           | 41,390           |

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| Laura M. Kelley        | 48,441           |
| Michael A. Bush        | 48,893           |
| Jeffrey S. Bernard     | P50,020          |
| Ralph E. Gaskins       | P50,136          |

We acknowledge the above-listed attorneys and agents and their firm Kilpatrick Stockton LLP represent our employer (if we are employees and this application has been or will be assigned to our employer) or the entity with which we have contracted (if we are independent contractors and this application has been or will be assigned to such entity) and in such cases do not represent us individually. We further acknowledge that we have not established, nor will we seek to establish, any personal attorney/client relationship with Kilpatrick Stockton LLP in connection with this application and understand that, should we require legal representation, we will obtain such, at our expense, other than through Kilpatrick Stockton LLP.

U.S. Application No.: To Be Assigned

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Inventors: William R. Matz, Scott R. Swix

For: **SYSTEM AND METHOD FOR STORING AND DISTRIBUTING TELEVISION VIEWING PATTERNS  
FROM A CLEARINGHOUSE**

Send Correspondence to: John S. Pratt, Esq.  
Kilpatrick Stockton LLP  
1100 Peachtree Street, Suite 2800  
Atlanta, Georgia 30309-4530

Direct telephone calls to: J. Jason Link 336-607-7443

We hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

---

Full name of first inventor William R. Matz

Inventor's signature William R. Matz Date December 19, 2001

Residence 120 Parc du Chateau; Atlanta, GA 30327

Citizenship United States of America

Post Office Address Same as above

Full name of second inventor Scott R. Swix

Inventor's signature \_\_\_\_\_ Date \_\_\_\_\_

Residence 3775 River Hollow Run; Duluth, GA 30096

Citizenship United States of America

Post Office Address Same as above

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Full name of first inventor William R. Matz

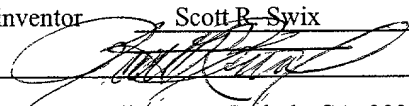
Inventor's signature \_\_\_\_\_ Date \_\_\_\_\_

Residence 120 Parc du Chateau; Atlanta, GA 30327

Citizenship United States of America

Post Office Address Same as above

Full name of second inventor Scott R. Swix

Inventor's signature  Date 12/19/2001

Residence 3775 River Hollow Run; Duluth, GA 30096

Citizenship United States of America

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